



VISUAL IDENTITY & BRAND MANUAL

VERSION 3.0 - 2025

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LOGOTYPE

The logo is available in two different designs. A dark (positive) and a light (negative) version. These are used depending on whether the background is light or dark.

The logo is placed in the corner that suits the situation but can also be placed centered in cases where it requires a larger space.



LOGO GUIDELINES

The logo needs space. These are not exact measurements, but a guideline to give the logo enough space. To maintain an optimal clear space around the logotype, adhere to the dimensions illustrated by the letter "S" in the provided example.

The logo should not be displayed less than 4 cm in width. This applies above all in print where readability should be taken into account.

The logo should not be manipulated in any way or redone with custom fonts.



COLOR

We have four primary colors; blue, dark gray, light gray, and pink. The blue and two gray profile colors are our main colors. The pink color should be used as a complementary color where information needs to be highlighted such as numbers, graphics or icons.

When a monochromatic color palette is needed the primary colors can be used in different percentages (tint 80%, 60%, 40%, and 20%). The use of different tints enables versatility and cohesiveness while staying true to the brand colors.

For digital production use HEX or RGB, and for printing use CMYK or PANTONE.

!

Background plates for text should always have full tint (100%) and can be in blue or one of the gray profile colors.

PRIMARY COLORS

HEX

#1a8dad

RGB

26 141 173

CMYK

80 30 25 0

PANTONE

632 C

20%

40%

60%

80%

HEX

#425052

RGB

66 80 82

CMYK

70 50 50 45

PANTONE

7540 C

20%

40%

60%

80%

HEX

#b3bebd

RGB

179 190 189

CMYK

35 20 25 0

PANTONE

COOL GRAY 6 C

20%

40%

60%

80%

HEX

#e83278

RGB

232 50 120

CMYK

0 90 20 0

PANTONE

213 C

20%

40%

60%

80%

The secondary colors can be used when additional colors are needed in e.g. graphs and graphics. They should, however, never be used as the main colors in communication unless the sender is WARA.

SECONDARY
COLORS

HEX #456e98
RGB 69 110 152
CMYK 75 50 10 10
PANTONE 7699 C

20%40%60%80%

HEX #4f596d
RGB 79 89 109
CMYK 65 50 25 35
PANTONE 5275 C

20%40%60%80%

HEX #ad8833
RGB 173 136 51
CMYK 15 35 80 25
PANTONE 456 C

20%40%60%80%

HEX #7c1153
RGB 124 17 83
CMYK 30 95 10 40
PANTONE 228 C

20%40%60%80%

HEX #005958
RGB 0 89 88
CMYK 89 38 55 37
PANTONE 7721 C

20%40%60%80%

COLOR AND ACCESSIBILITY

Adequate contrast between text and background color is crucial for readability, particularly for individuals with visual impairments. The contrast value can be measured using the WCAG standard.

We consistently adhere to a baseline value of 4,5:1 (AAA) or higher. For larger text elements, such as headlines, and graphics, we apply a minimum threshold of 3:1 (AA).

Use the Adobe’s [color analysis tool](#) if you want to test the contrast of your material.



TYPEFACE

Industry is used for headings, and can be written in both lower-case and upper-case depending on the need. For body text, **Acumin Pro** is used for digital productions and **Calluna** for print.

If these fonts are missing, **Myriad Pro** and **Minion Pro** are used in an emergency, which are standard fonts for most operating systems.

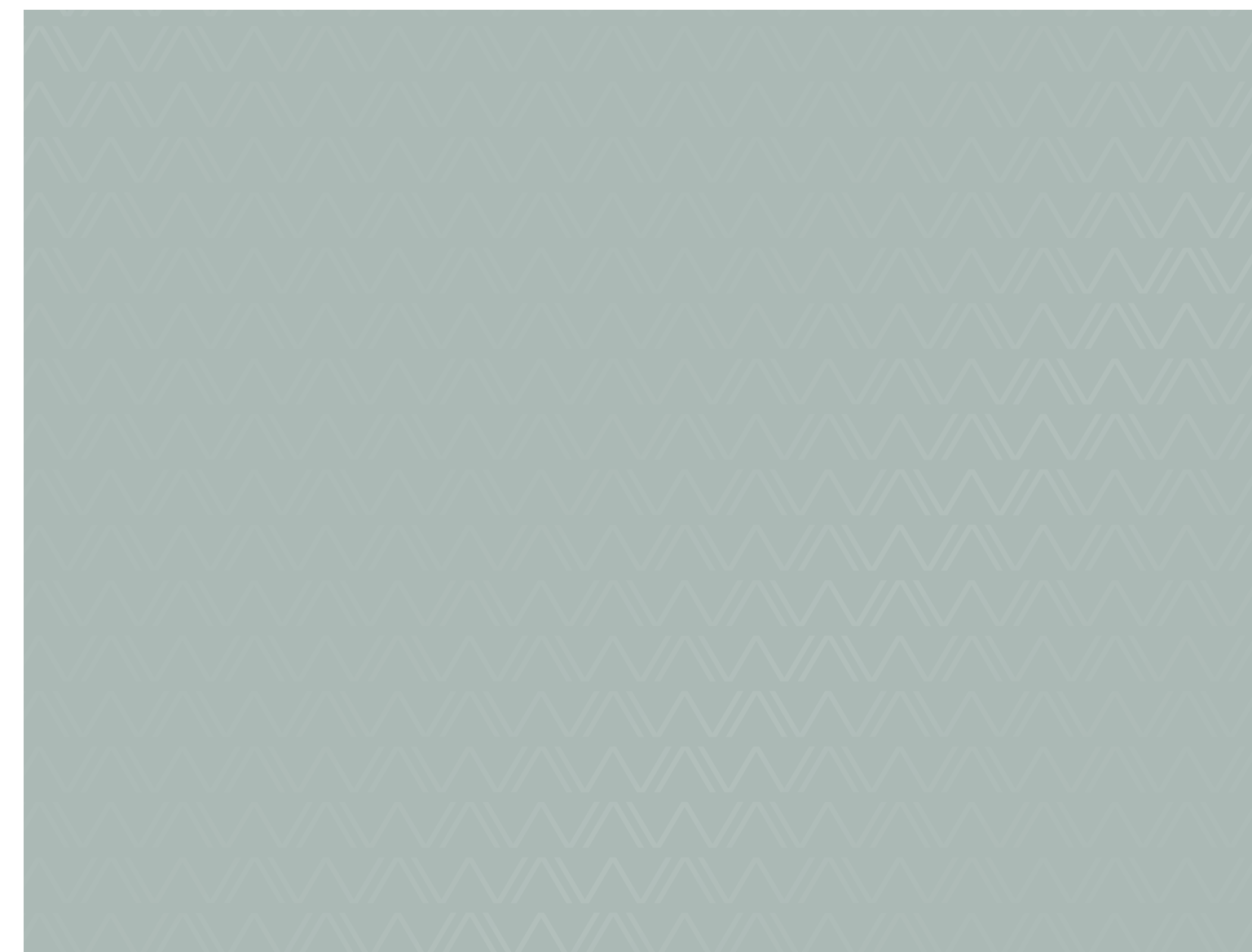
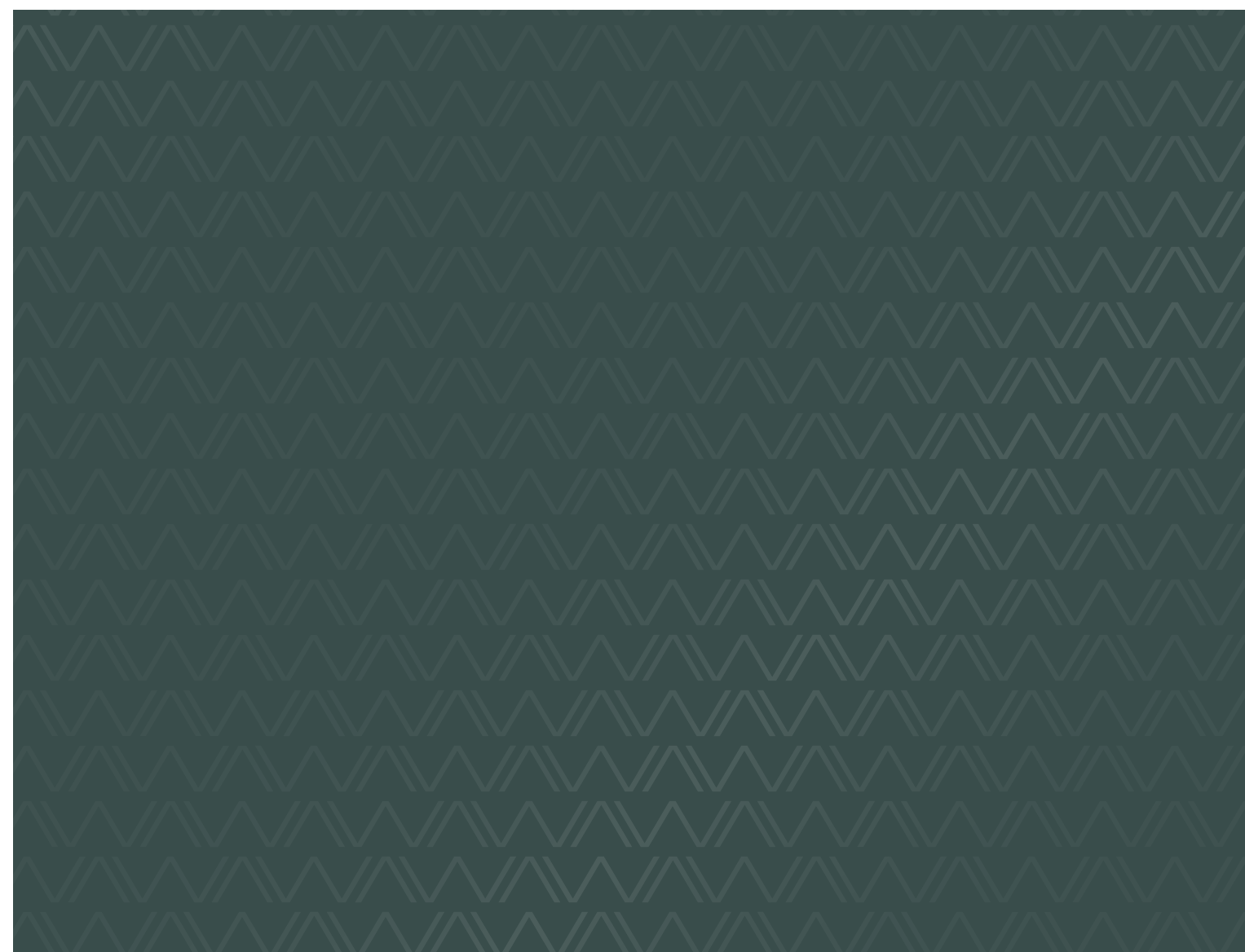
Download typefaces here:

- » [Industry](#)
- » [Acumin](#)
- » [Calluna](#)

INDUSTRY	Bold	ABCDEFGHIJKLMNO PQRSTUVWXYZÅÄÖ abcdefghijklmnopqrstuvwxyz stuvxuzääö.,!'"%&/()?	Myriad Pro	Regular	ABCDEFGHIJKLMNO PQRSTUVWXYZÅÄÖ abcdefghijklmnopqrstuvwxyz stuvxuzääö.,!'"%&/()?
	Heading		Body text digital		
SUBHEADING	Medium	ABCDEFGHIJKLMNO PQRSTUVWXYZÅÄÖ abcdefghijklmnopqrstuvwxyz stuvxuzääö.,!'"%&/()?	Minion Pro	Regular	ABCDEFGHIJKLMNO PQRSTUVWXYZÅÄÖ abcdefghijklmnopqrstuvwxyz stuvxuzääö.,!'"%&/()?
	Preamble			Body text print	
Acumin Pro	Regular	ABCDEFGHIJKLMNO PQRSTUVWXYZÅÄÖ abcdefghijklmnopqrstuvwxyz stuvxuzääö.,!'"%&/()?			
	Body text digital				
Calluna	Regular	ABCDEFGHIJKLMNO PQRSTUVWXYZÅÄÖ abcdefghijklmnopqrstuvwxyz stuvxuzääö.,!'"%&/()?			
	Body text print				

PATTERN

The WASP pattern is inspired by the logotype and consists of the letters W and A arranged in a repeated manner. The pattern is primarily used on background plates when a subtle decoration is needed.

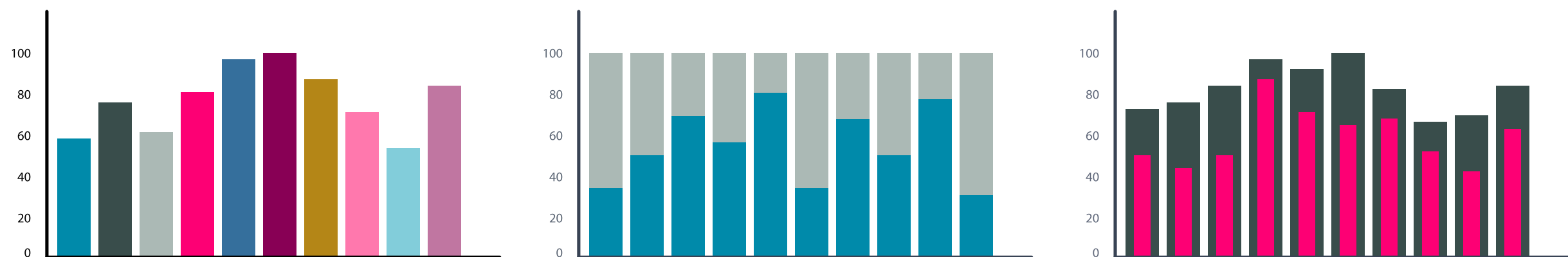
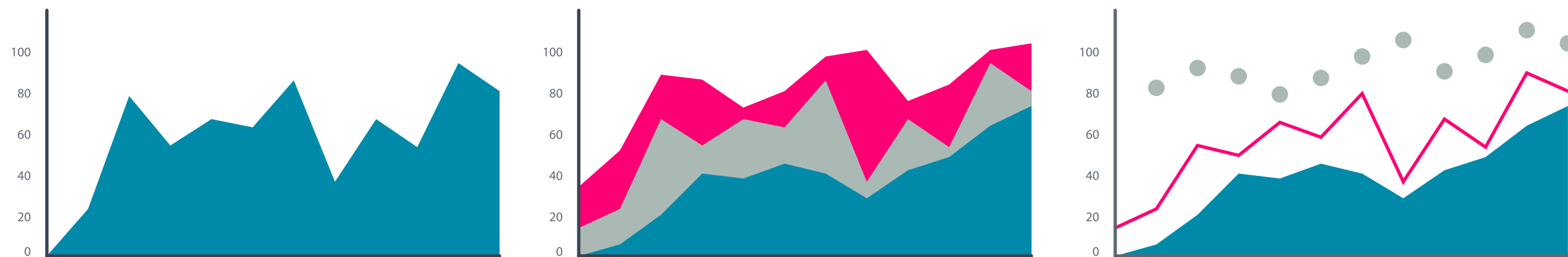
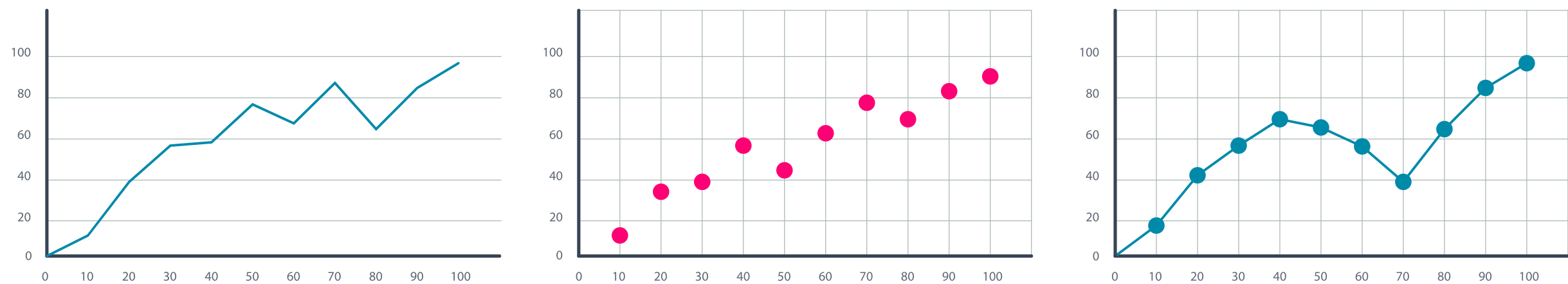


EXAMPLES

In order to maintain the uniformity of the WASP graphic profile, the provided examples should act as inspiration when creating material within the program. It is important to consistently use the default colors and fonts provided to uphold a cohesive design aligned with the WASP brand. This practice ensures a standardized and professional representation across all materials.

GRAPHS

Use the primary colors as much as possible. When a monochromatic look is desired use tints of one of the primary colors. Do not use the pink or one of the secondary colors as the main color in the graph.



Use the primary colors as much as possible. When a monochromatic look is desired use tints of one of the primary colors. Do not use the pink or one of the secondary colors as the main color in the table.

[illegible][illegible]

Use the primary colors as much as possible. For single color background plates we encourage the use of the pattern in a discrete manner.

**Lorem ipsum dolor sit
amet estas verum**

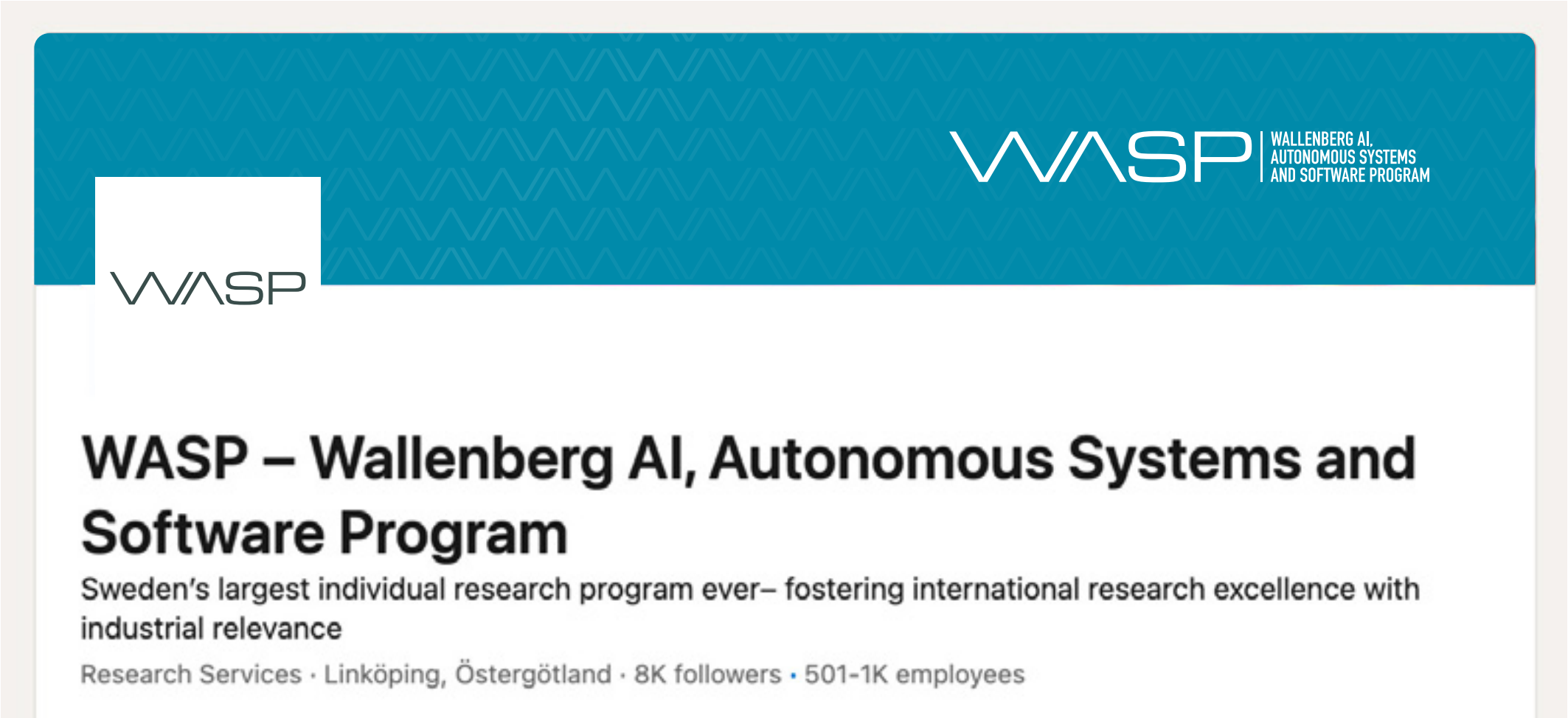
**Lorem ipsum dolor sit
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elit, sed do eiusmod
tempor incididunt
ut labore et dolore
magna aliqua.**

**Lorem ipsum dolor sit
amet estas verum**

- Lorem ipsum dolor sit
amet estas verum**

SOCIAL MEDIA

Linkedin Profile page



Cover image



Profile/Avatar image

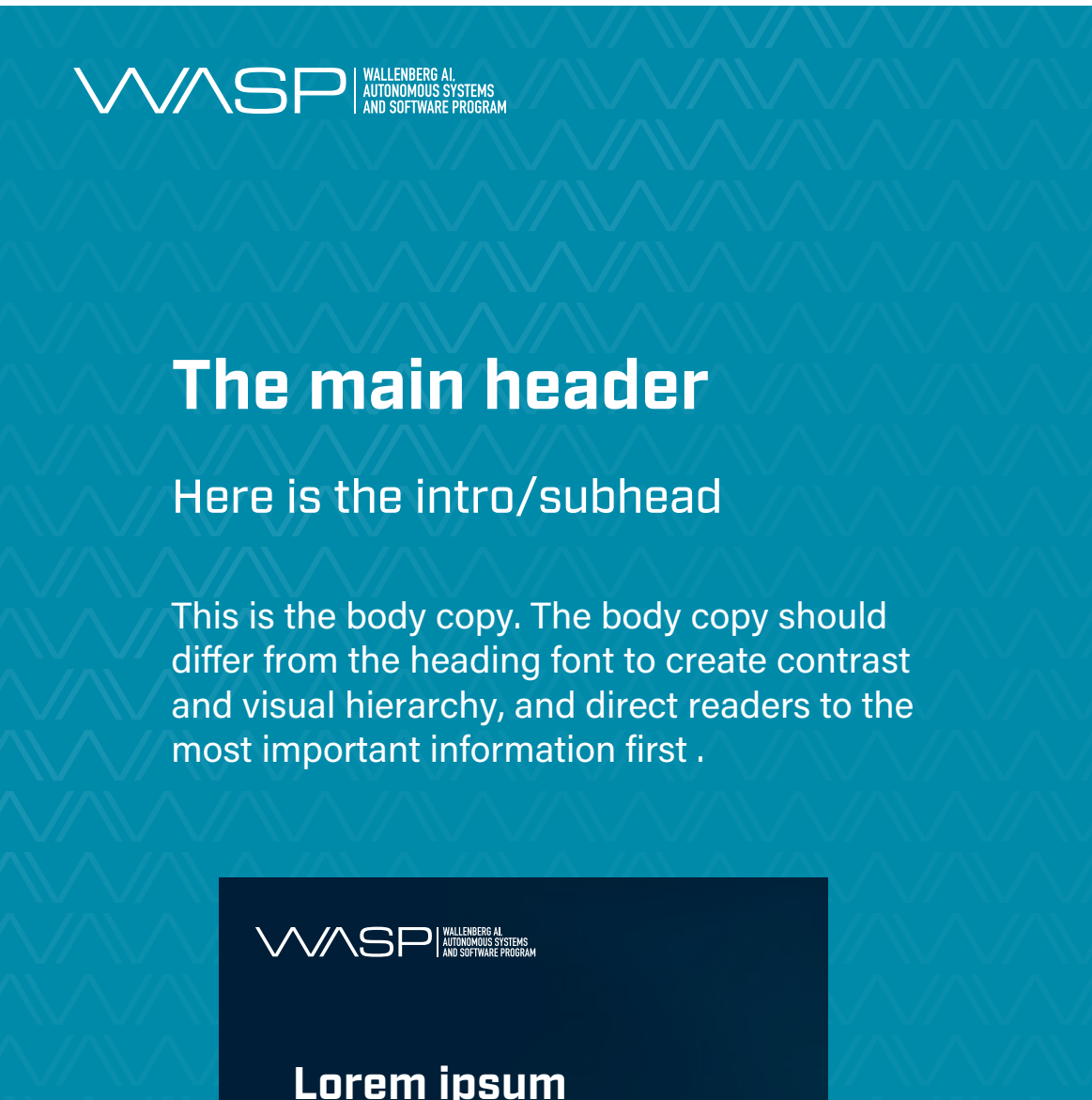


Linkedin example post

Landscape post 1200x627px



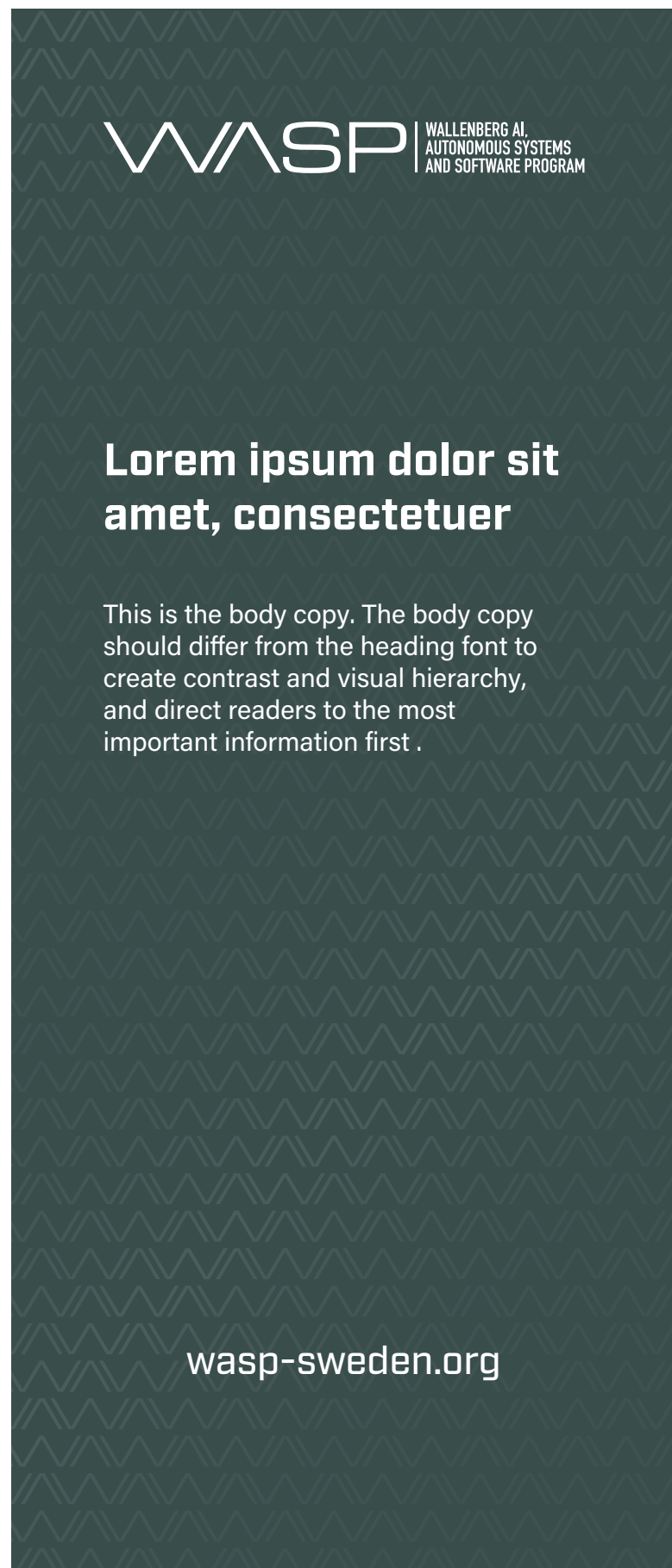
Square post 1080x1080px



Portrait post 627x1200px

PRINT PRODUCTS

Roll-ups



Report in A4 format



WARA
[WASP RESEARCH ARENAS]

WARA LOGOTYPE

The logo is available in two different designs. One dark (positive) and one light (negative) version. These are used depending on whether the background is light or dark.

WARA | MEDIA & LANGUAGE

WARA | OPERATIONAL DATA

WARA | PUBLIC SAFETY

WARA | ROBOTICS

WARA | MEDICINE



WARA AND WASP LOGOTYPE TOGETHER

It should always be clear that WARA is part of the WASP program. The WARA logos should therefore be used together with the WASP logo or the text “**Part of WASP – Wallenberg AI, Autonomous Systems and Software Program**” whenever possible.

WARA

PUBLIC SAFETY



Part of WASP – Wallenberg AI, Autonomous Systems and Software Program

WARA

ROBOTICS



Part of WASP – Wallenberg AI, Autonomous Systems and Software Program

WARA

MEDIA & LANGUAGE



Part of WASP – Wallenberg AI, Autonomous Systems and Software Program

WARA

AI



Part of WASP – Wallenberg AI, Autonomous Systems and Software Program

WARA

ROBOTICS



Part of WASP – Wallenberg AI, Autonomous Systems and Software Program

WARA

AI



Part of WASP – Wallenberg AI, Autonomous Systems and Software Program

WARA

OPERATIONAL DATA



Part of WASP – Wallenberg AI, Autonomous Systems and Software Program

WARA

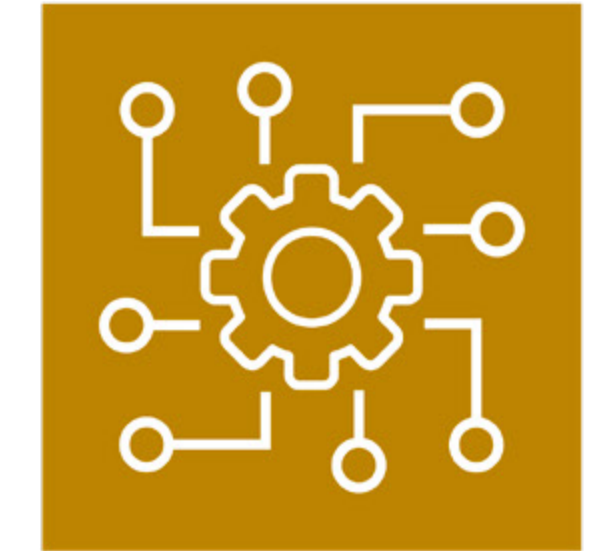
AI



Part of WASP – Wallenberg AI, Autonomous Systems and Software Program

WARA SYMBOL

The symbol from the logo is a graphic element that can be used independently. Just like in the logo the symbol is available in two different designs. One dark (positive) and one light (negative) version. These are used depending on whether the background is light or dark.



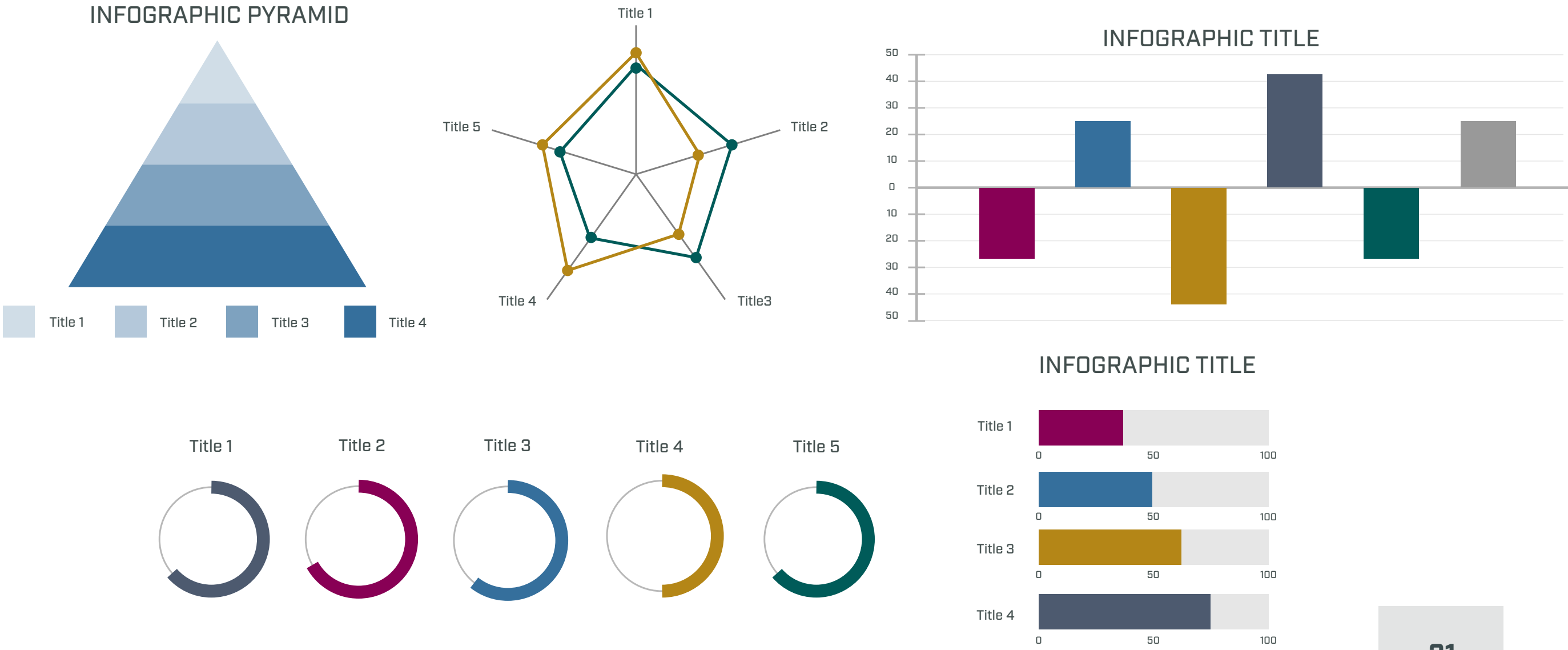
EXAMPLES

In order to maintain the uniformity of the WARA graphic profile, the provided examples should act as inspiration when creating material for one of the arenas. It is important to consistently use the default color assigned to the arena as the main color in the material. For *Media & Language* that is purple, for *Operational data* yellow, for *Public safety* blue, and for *Robotics* dark blue.



GRAPHS

Use the color assigned to your specific arena as much as possible. When a monochromatic look is desired use tints of the color.



TABLES

Use the color assigned to your specific arena as much as possible. When a monochromatic look is desired use tints of one of the primary colors. If more than four colors are needed, use one of the primary colors from the WASP color palette.

[illegible][illegible]

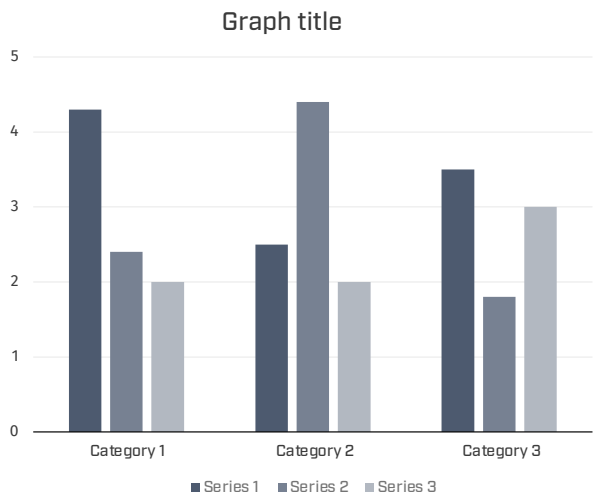
Text	A	B	C
Text	789	0	0
Text	65	96	0
Text	953	35	0789
Text	556	64	65
Text	0	7458	953
Text	0	1	556
Text	68	56	0
Text	0	8921	0
Text	5	12	68
Text	0	3245	0
Text	096	2	5
Text	35	0	0
Text	64	0	0
Text	7458	0	96
Text	1	0789	35
Text	56	65	64
Text	8921	953	7458
Text	12	556	1
Text	3245	0	56
Text	2	0	8921
Text	0	68	12
Text	0	0	3245
Text	0	5	2
Text	0	0	0

[illegible]

PRESENTATIONS

Use the color assigned to your specific arena as much as possible. For single color background plates we encourage the use of the pattern in a discrete manner.

Lorem ipsum dolor sit amet estas verum



Category	Series 1	Series 2	Series 3
Category 1	4.3	2.4	2.0
Category 2	2.5	4.4	2.0
Category 3	3.5	1.8	3.0

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WARA | ROBOTICS

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- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet



WARA | ROBOTICS

WARA | MEDIA & LANGUAGE

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WASP | WALLBERG AI, AUTONOMOUS SYSTEMS AND SOFTWARE PROGRAM



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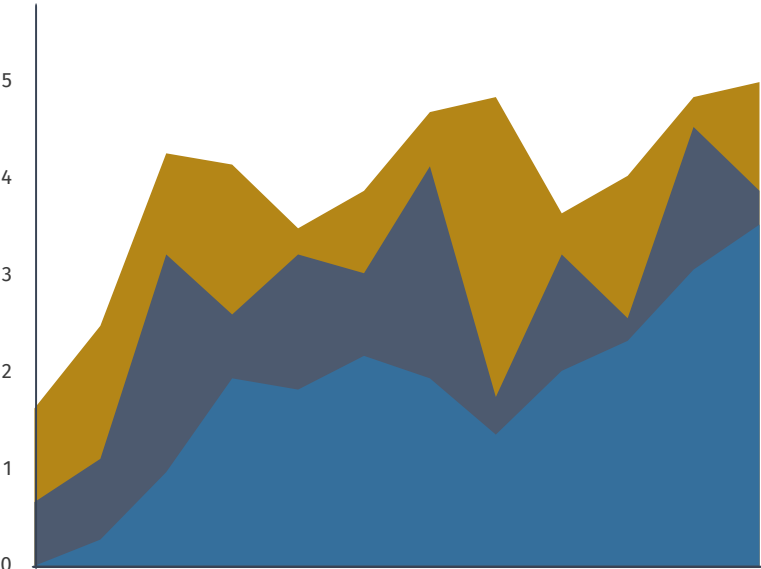
WARA | OPERATIONAL DATA

Part of WASP – Wallenberg AI, Autonomous Systems and Software Program

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WARA | PUBLIC SAFETY

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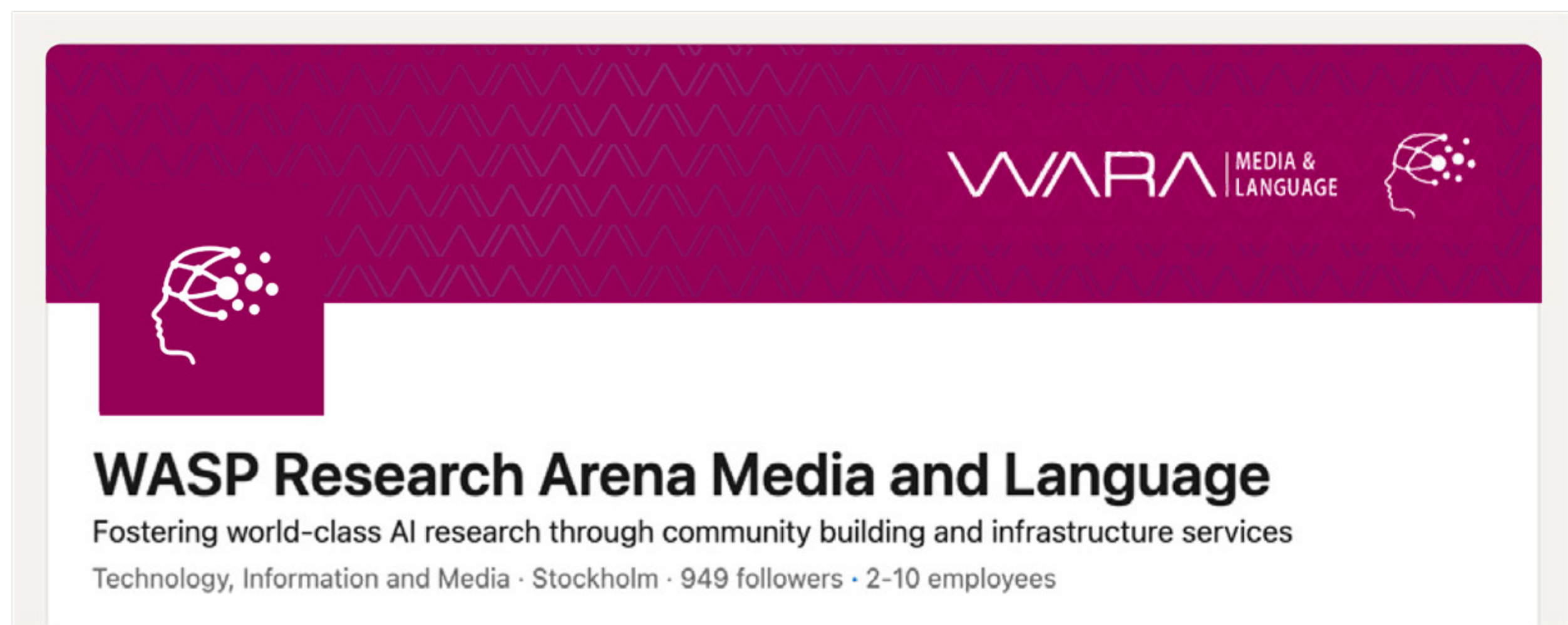
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Ut wisi Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis velit esse molestie.

WARA | MEDIA & LANGUAGE

SOCIAL MEDIA

Linkedin Profile page



Cover image



Profile/Avatar image



ROLL-UPS

